



COMPREHENSIVE FRAMEWORK OF MANAGERIAL COMMUNICATION A STUDY OF LIC OF INDIA – WITH REFERENCE TO KHAMMAM DISTRICT, TELANGANA STATE

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ABSTRACT

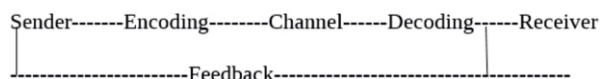
Communication is the process of transferring some type of information from the sender to the receiver.

KEYWORDS: Communication, Oral, Written, Verbal, Non-Verbal.

1. INTRODUCTION:

Communication can be defined as the process of transferring some type of information from the sender to the receiver.

2. PROCESS OF COMMUNICATION:



3. CHARACTERISTICS OF COMMUNICATION:

- Message must be there to send
- Purpose should be accomplished through communication
- It involves minimum two persons
- Facts and Feelings are taken into consideration
- Message is to be sent through a proper channel of communication
- It is a continuous process.

4. CHANNELS OF COMMUNICATION:

These are the pathways of communication. These include E-mails, Fax machines, T.V, Postal systems and Couriers also.

5. FORMS OF COMMUNICATION:

In general, communication can be of 3 broad types. Oral, Written,

Non-Verbal.

Oral Communication: It is also called as verbal communication, message can be given directly. It saves time and money. Doubts are clarified at that point of time. It is more effective as the feedback can be received immediately. But the disadvantage of this communication is it cannot allow to maintain as record.

Written Communication: It is in the form of reports, circulars, and memos etc. It is good for maintaining records. But this is time consuming and sometimes it is difficult to maintain secrecy in the organization.

Non-Verbal Communication: It refers to facial expressions, gestures, body language, how we make while we are in conversation.

Types of Communication: organizational communication may be either formal or informal in nature. Formal communication may flow in upward, downward, and horizontal in directions. The communication which flow from sub-ordinates to superiors is called upward communication. The communication which flow from superiors to sub-ordinates is called downward communication. The communication which flows across the sub-ordinates who are working at same level in the organization is called as horizontal communication.

Informal communication is also known as Grapevine communication as it flows structure less.

6. BARRIERS TO COMMUNICATION:

1. Badly expressed message
2. Distortion
3. Restriction in flow of communication

4. Poor Retention 5. Inattention

7. OBJECTIVES OF COMMUNICATION:

For Conveying the right message

To Co-ordination of effort

For Good Industrial relations

For Development of Managerial skills

METHODOLOGY OF THE STUDY:

In this study the focus is on the communication in the organization

Sample design and Size: 300 employees of various categories are taken for this study

Sources of the Data: For this study, primary data and secondary data are taken. Primary data is collected through questionnaire whereas secondary data is collected from published books and web sites.

Analysis of the data: The collected data is analyzed with the help of various statistical tools. like MS EXCEL, Percentages, Averages.

REVIEW OF LITERATURE:

- Kara parlin. "reaching out to customers," Internet world, February 2003
- Richard I. Daft, Management, 6th edition, 2003 given "effective communication strategy"
- Harper, Douglas in 2013 in the study "communication" has given the clear and perfect meaning of communication. Which means to share and is derived from Latin word communicate
- KumKum Mukherjee in 2009 in his study "Principles of management and Organisational Behaviour" described the process of communication starts from the sender, be it an individual or a group or an organization and is meant to reach the receiver.
- KumKum Mukherjee in 2009, "Principles of Management and Organisational Behaviour" in his study described body language along with verbal communication.
- Wazlawick, Paul, in 1970 given in his study has given some of the functions of non-verbal communication in humans are to complement and illustrate, to reinforce the denotative message.
- Guerrero, Floyd in 2010, "non-verbal communication is omnipresent", in their study given that to have total communication, all non-verbal channels and environmental forces must be engaged
- Burgoon et al in 1996, "non verbal behaviours are multifunctional" in his study explained non-verbal channels are engaged at the same time the chance for simultaneous messages to be sent.
- Burgoon et al in 1996, "non verbal behaviours may form universal language system" in his study has given that non verbal signals of communication allow the most basic form of communication.

- Ferguson, Terrion in their study, "communication in everyday life, personal and professional contexts," given that the meanings taken in the context of relationships are connotative.
- XinLi in his study, "complexity theory", has given that progression of written communication can be divided into three revolutions.
- Lipthrott in his study, has given that communication as a process where "ethics in personal relations are also important".
- Hearn, J in his study says that "deception in communication also equally important in the organization".
- Lenhart, A in 2014 has given how "social media has impact on relationships".
- Robbins, S, Judge, T, Millet, Boyle have given "how barriers effect good communication".
- Barnlund, in 2008 "propounded transactional model of communication".

ANALYSIS OF DATA

- Among 300 respondents, 71.3% are male respondents and 28.7% are female respondents.
- Among 300 respondents, 11.7% are Assistant Administrative Officers, 1.7% are Additional Divisional Managers, 4% are Administrative Officers, 23.3% are Assistants, 25% are Development officers, 20% are Higher Grade Assistants, 8.3% are Record Clerks, Other 6% are sub-staff.
- Among 300 respondents, 3.7% are S.S.C qualified, 2.3% are intermediate qualified, 23% are Graduates, 69% are Post-Graduates, Other 2% are above post-graduates.
- Among 300 respondents the monthly income in between 20,000-30,000 is 16%, 30,000-40,000 is 34.3% and more than 50,000 is 44.7%.
- Among 300 respondents, the usage of technology is by only 3%, and 15% they never use, 12% use sometimes, 8.7% use periodically, the other 64% did not respond.
- Among 300 respondents, 3% said that they are using latest computers for communication. 7% said that they are using Type-writers, 25.3% said that they are using both. 9.3% said that they are using cellphones. the other 64.3% did not respond.
- Among 300 respondents 3% said that there is intranet and internet facility. 13.3% said it is not there. 7% said periodically it will be there. Other 79.3% did not say anything.
- Among 300 respondents 60.3% strongly agreed that intranet shares and makes work easy. 23% disagreed with that, the other 16.7% are neutral in opinion.
- Among 300 respondents 6% are working with intranet facility provided. 8.7% they don't use, 27% use sometimes, 6.7% use periodically and other 51.7% did not respond.
- Among 300 respondents 24.3% always use internet facility, 8.3% use sometimes, 11% use periodically, 25.7% use when it is needed, other 30.7% did not say anything.
- Among 300 respondents, 6.3% said payment of online policies is accepted. 3.7% said no, and 25 said periodically it is accepted and the other 88% did not say anything.
- Among 300 respondents, 3% strongly agreed that technological department is working harder for customer satisfaction. 5.3% agreed with that. 11.3% are neutral in opinion, 23.7% disagreed, 56.7% strongly disagreed.
- Among 300 respondents, 4% strongly agreed that with the help of new technology claims of premature payment is done easily. 9.3% agreed with that. 56% disagreed, 30.3% strongly disagreed and 3% are in neutral in opinion.
- Among 300 respondents 4.3% felt IT department also should have exact special group. 47.7% disagreed with that other 47% strongly disagreed and remaining 1% are neutral in opinion.
- Among 300 respondents, 14.7% felt that existing employees who have IT knowledge are to be selected in IT group. 3.7% felt freshers are to be taken. 11.3% felt part time workers are selected. 7.3% felt retired persons can be selected. 63% did not respond anything.
- Among 300 respondents 15.7% felt IT group is more useful. 3% felt it is

useful, 9.7% felt it is not useful. 14% felt sometimes it is useful and remaining 60.3% did not respond.

- Among 300 respondents, 3.3% felt IT services are necessary all the time. 14% felt sometimes they are necessary. 2.3% felt they are not always necessary and the remaining 80.3% felt never they are necessary.
- Among 300 respondents 7% strongly agreed that IT group performs highly. 11.3% agreed with that, 25% of respondents disagreed, 56% of them strongly disagreed and the other 7% are neutral in opinion.

CONCLUSIONS:

- New technology is being used in the organization.
- Both Internet and intranet facilities are provided.
- Employees use intranet facility frequently.
- Internet is used by employees when needed.
- with the help of internet communication became easy.
- On-line payments of policies are accepted.
- Communication will be received after online payment.
- Technological department is working harder for customer satisfaction.
- With the help of new technology, claims are promptly settled.
- IT services are necessary all the time.

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